

M-PESA - The Platform that blitz-scaled

The Arrival of #COVID19 at the beginning of the Year upended the World and was an Old Economy Circuit breaker. Large Parts of the World were locked down and placed under quarantine receiving semiotic signals via broadband in their hermetically sealed capsules.

I recalled Jack Ma of Alibaba telling an Audience in Nairobi who were complaining about Infrastructure,

"But What are You complaining about, Your Internet is so fast and that is the new c21st Infrastructure"

When Jack Ma visited Nairobi last year and was asked about the infrastructure deficit in Kenya, he said this [turning to

[@bobcollymore](#)

] "**But your internet is fast!**"

<https://twitter.com/RichTvAfrica/status/1055000509118140420?s=20>

And He was right. Safaricom has already rolled out a c21st Superhighway into the Future. And the Future has indeed arrived because I cannot help feeling we are in front of a Portal and we are all set to step through it. Of course, it is impossible to predict what exactly that Future will be because we exist in a new viral World which is evolving at exponential Speed. What is also clear is that

"The Future is not seen in the Rear View Mirror" [Vinod Khosla - Founder Sun Microsystems]

I recall being in Michael Joseph's Office more than a decade ago when he was the CEO of Safaricom and was set to launch M-PESA and he said to me

"Aly-Khan, This is a sticky Product."

Then, of course, it was all about an inland in country remittance service, where typically Bread Winners in the big Cities needed to remit funds back to their Families who were typically in the countryside. Today M-PESA is a ubiquitous and a global Phenomenon, known world-wide and probably responsible for the rebranding of Kenya Inc. For Many of Us, it is a "way of Life" and has flattened the World. Safaricom has empowered Individual Kenyans who can simultaneously scan the World on Safaricom's Internet, transact practically anywhere in the World via M-PESA Global and execute any transaction. It has been a Revolution and whether you are in Kakuma or in Muthaiga, the World is Yours.

This is a Big Deal. You can complete a transaction using Fuliza but more than that M-PESA is a "must-have" Business Tool for Kenya's SMEs and Entrepreneurs. And

believe me, Kenya is a Nation of Entrepreneurs. and the market place which was once offline is now moving online at an exponential speed and in that regard Safaricom is "a leading digital services provider that empowers a connected society" Just go to Facebook and be amazed at how our entrepreneurial Society is monetizing its Talents.

Today, Merchants all over Kenya can switch to an M-PESA transacting Till and that Till provides you with a suite of Options and much more than just a payment, settlement or transfer platform

Enhanced features

- B2B - to a Till or PayBill
- Pay to an M-PESA line from the till (B2C)
- Access to credit - Biashara Overdraft
- Withdraw at an agent
- Settle/withdraw to either M-PESA or bank
- Buy Airtime

M-PESA has democratized the "New Normal" even before we knew we were about to enter the "New Normal" and the Network Effect means You do not have to waste your time pitching your business to get these services You can just concentrate on pitching your services.

Therefore, this is a Call to Action.

Sign up for the M-PESA Business till today in a few easy steps on www.safaricom.co.ke/business

Welcome to M-PESA payments world of convenience! Lipa Na M-PESA application portal enables businesses and individuals to apply for M-PESA solutions to collect and disburse funds. The portal provides easy step-by step process to apply and track your application. Get a Lipa Na M-PESA till today and start accepting cashless payments

<https://m-pesaforbusiness.co.ke/LNM/>